

# KFC expansion: Philippines as a potential market



# Sections:

- Background info & reasons for expansion
- Philippines as a potential market
- Eating Habits in Philippines
- Menu
- Outlets
- Franchising
- Promotion



# KFC

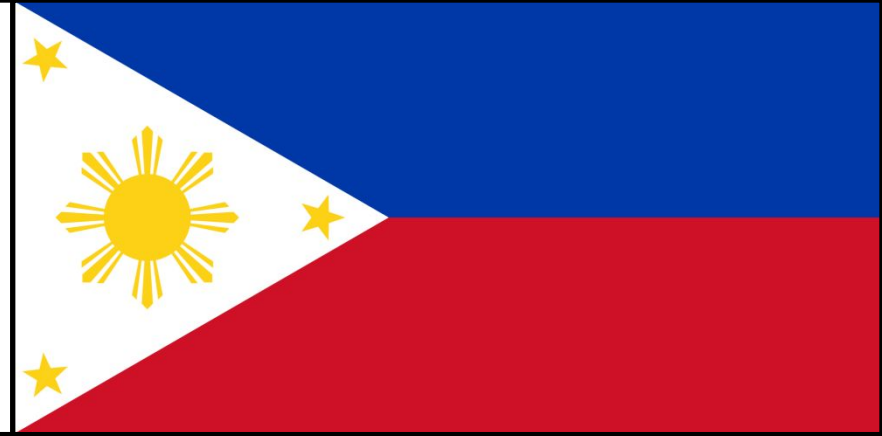
- KFC was founded in 1955 by Colonel Harland David Sanders
- Nowadays the network serves 12 mln customers
- It has 17.000 restaurants and operates in 115 countries
- Most of them – franchises



# Why should KFC expand?

- To reach new audiences
- To stay relevant
- To increase earning potential
- To raise capital
- To continue the achievement of economics of scale

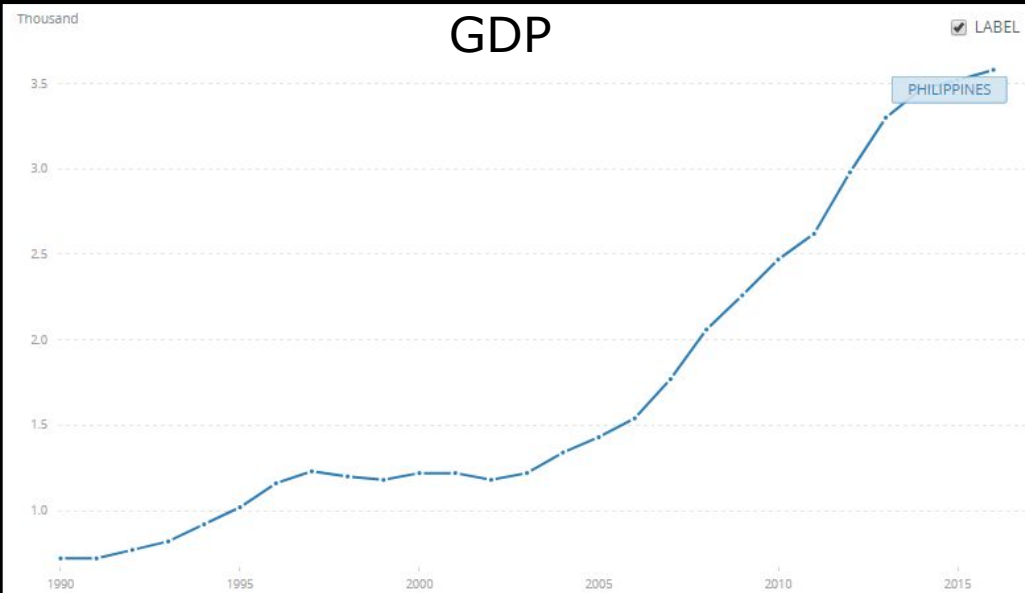
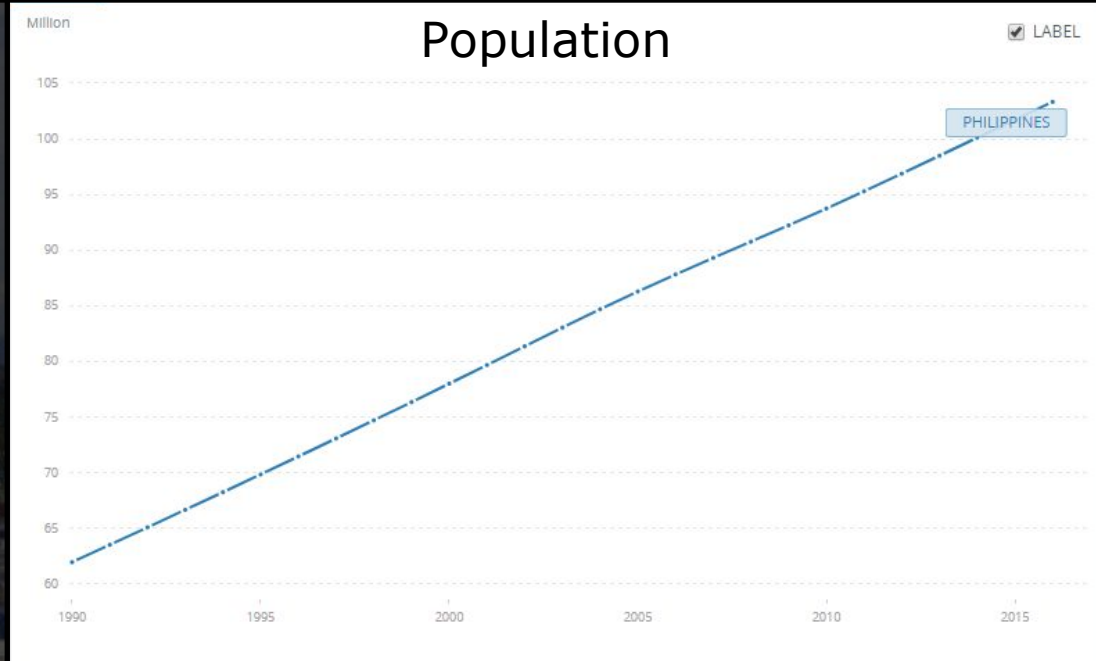
# Why Philippines?



- 1) Strong economy
- 2) Stable growth of population
- 3) Rising HDI and GDP
- 4) Openness to foreign investors
- 5) Popularity of chicken in local cuisine
- 6) Increasing productivity in agriculture – good sources of supply



Population  
100,981,437



Index HDI - 0.682

# Eating habits & local traditions

- They eat more than three times a day
- They eat rice every time, any time
- They like condiments / sauces
- They like to combine main course with something extra
- Sometimes they buy food online



# Menu

NEW ITEM



## 2PC CHICKEN AND SPAGHETTI

Buy 2Pc Ala Carte And Spaghetti For Only 190  
Save 11

NEW ITEM



## CHICKEN HOTDOG

Chicken Hotdog Sandwiched In A Hotdog Bun  
With Honey Mustard Dressing And Topped Of  
With Grated Cheese And Ketchup.

NEW ITEM



## SHAWARMA BURRITO ALA CARTE

KFC Hot Shots rolled together with flavorful  
chicken rice, diced cucumber and tomatoes, hot  
sauce and yogurt sauce, wrapped in tortilla  
bread

NEW ITEM



## BUCKET OF 10 AND CHOCOLATE MOUSSE

SERVES - 5

Buy Bucket Of 10 And Cake For Only 595  
Save 20

NEW ITEM



## 2PC CHICKEN WITH BROWNIE

Buy 2Pc Ala Carte And Brownie For Only 160  
Save 12

NEW ITEM



## ZINGER WITH BROWNIE

Buy Zinger And Brownie For Only 115 Save 10



# Outlets



## **Outlets:**

- Freestanding outlets
- Outlets in malls
- Bright and catchy exterior
- Comfortable interior
- Moto delivery

## **Positioning:**

- Safe, clean and cozy place
- Big malls
- Meeting point
- Metro stations
- Crowdy streets

# Franchising

- Special training and support in every aspect
- Examination / Maintaining standards by exams
- Travelling supervisor
- Financial help with start-up costs
- Local ad campaign



# Promotion

- TV commercials
- Social media
- Billboards
- Word of mouth
- Leaflets with promos







It's  
FINGER  
LICKIN'  
Good